



WEBTRENDS

WebTrends Reporting Center 5.0

What's New & Cool Guide

Contents

Designed for Simplicity

WebTrends Desktop 1

Reporting Templates..... 2

Dashboard 3

Customizable Dashboards
(Enterprise Edition only)..... 4

WebTrends Map..... 5

WRC Auto-Configuration..... 6

User Access Permissions..... 6

Delivers Actionable Insight

Comparative Reports
(Enterprise Edition only)..... 7

Custom Reports
(Enterprise Edition only)..... 8

Scenario Analysis
(Enterprise Edition only)..... 11

Offers Enterprise Scalability 12

Conclusion 12

NetIQ has announced a new version of WebTrends Reporting Center.

WebTrends Reporting Center 5.0 sets a new standard in web analytics, delivering actionable insight into web behavior to drive smarter business decisions with a sophisticated solution designed for simplicity. With new features, improved functionality and greater customizability, WebTrends Reporting Center 5.0 makes web analysis more comprehensive and easier to deliver throughout the organization.

WebTrends Reporting Center 5.0 was created with your business needs in mind:

- **Designed for simplicity** - As the Internet continues to grow into a central hub for businesses and customers, the amount of information and access to information becomes more complex. To capture relevant information and present it in an easily understandable and digestible format, WebTrends has created WebTrends Reporting Center, which has been designed with simplicity, ease of use and intuitiveness in mind. The result is an entire organization with access to the relevant information they need to make decisions.
- **Delivers actionable web visitor insight** - In today's organizations, taking action on the typical statistics produced from web servers is difficult. This has been the case since the Web became a popular medium for various business processes, from online commerce, to marketing efforts, to FAQ lists and sophisticated libraries of "how-tos" on a company's products. WebTrends, however, has made significant strides at quantifying the actual reports and metrics that various business functions should use to measure important web activities. WebTrends Reporting Center 5.0 provides more focused reports and metrics to ensure that today's organization have the right information to make smarter business decisions – truly actionable information, not basic statistics.

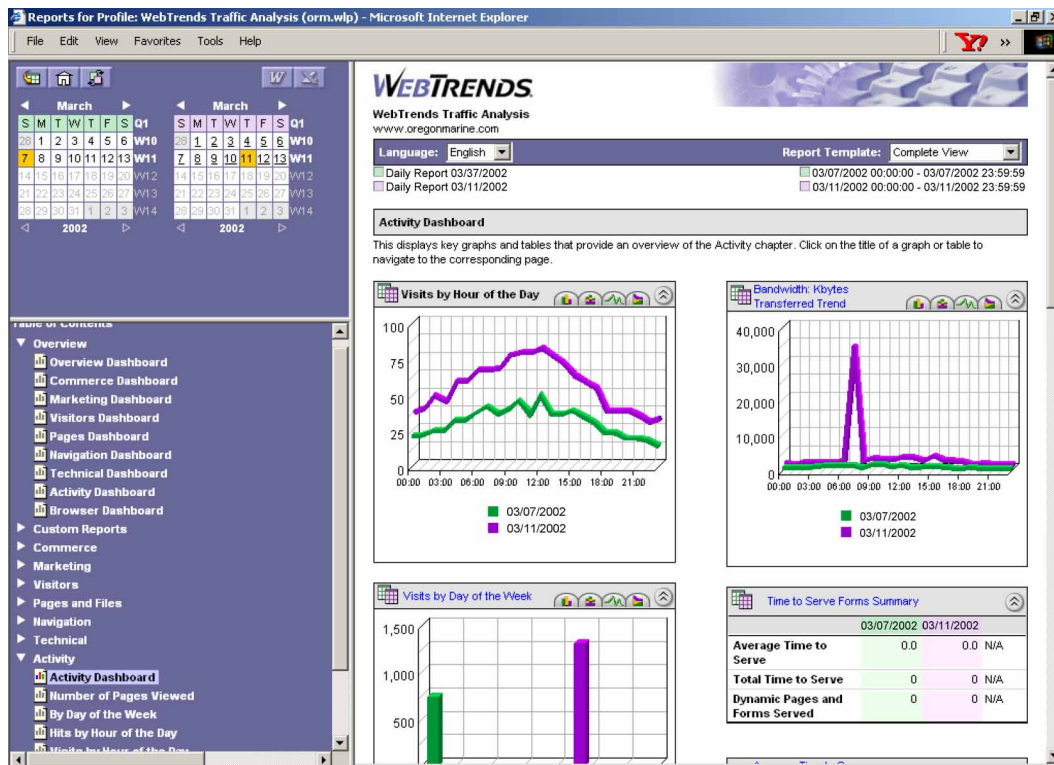
WebTrends Desktop

Puts your most important web site analysis front and center

The WebTrends Desktop is the next generation interface of WebTrends Reporting Center 5.0, providing a new way to organize and review your most important web site analysis. The WebTrends Desktop provides easy access to your most critical reports through custom Dashboards, Comparative Reports and a complete table of contents of all reports. In addition, administrators can customize the WebTrends Desktop for individual users or departments through Report Templates. Business users will rely on the WebTrends Desktop as the central place to get their most important reports and uncover trends for further analysis and everyday decision-making.

Benefits

- Organizes and prioritizes your most important reports and information in a central location
- Offers complete customization, allowing you to tailor your own Desktop
- Provides access to all of the powerful reports in WebTrends Reporting Center 5.0



The WebTrends Desktop organizes your most important reports and Dashboards in a central location.

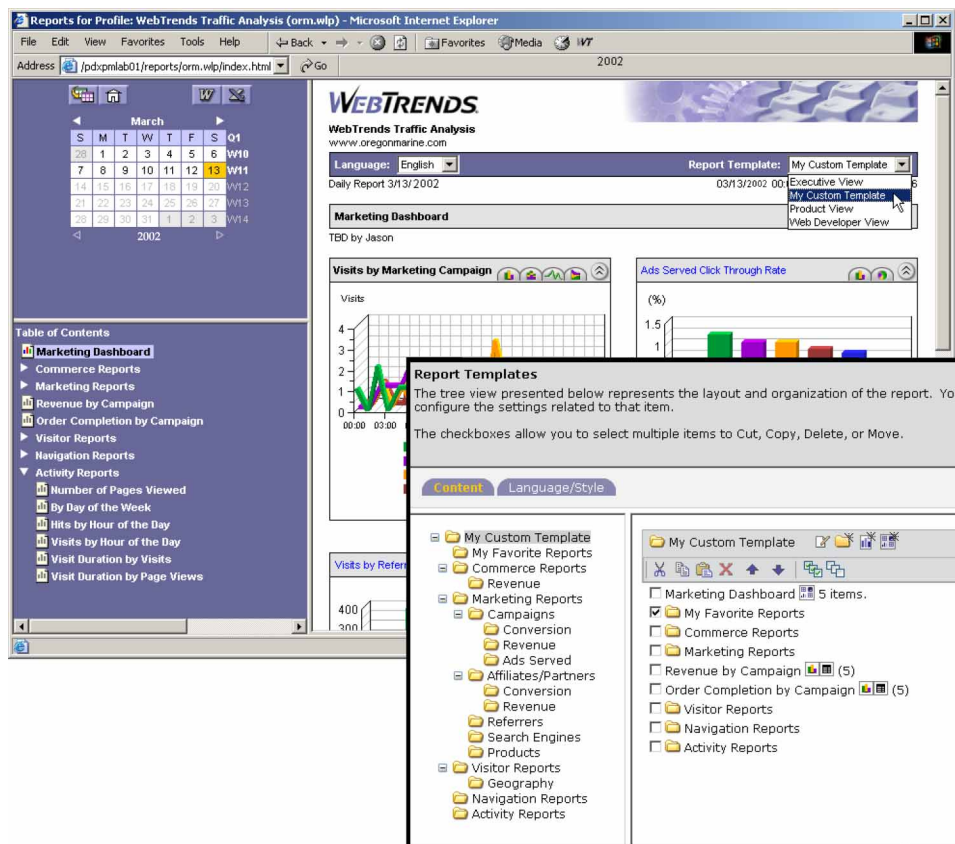
Reporting Templates

Customize the content on the WebTrends Desktop

Reporting Templates automate and easily customize the content on the WebTrends Desktop for a specific business function or user. Templates give administrators and users the ability to customize their views, as well as assign dashboards, reports and language preferences to a given Template. To organize the right metrics for specific online activities, WebTrends Reporting Center includes six predefined Templates designed specifically for the key business functions in your organization: Technical, Web Development, Marketing, Commerce, Product and Executive. Create new templates or edit existing ones by selecting the relevant reports, defining Dashboards and customizing help text—all specific to a function, department or business unit. Users can also customize their Templates with a “My Favorites” folder in which to store specific reports they want to bookmark.

Benefits

- Simplifies getting the right reports and metrics for the functions of your web site
- Eliminates the need to experiment with Profiles and Filters or sift through unnecessary reports
- Integrates seamlessly with the WebTrends Desktop, with a pick list on the Desktop for easy selection



Templates customize the WebTrends Desktop with the reports, content, style and languages you select.

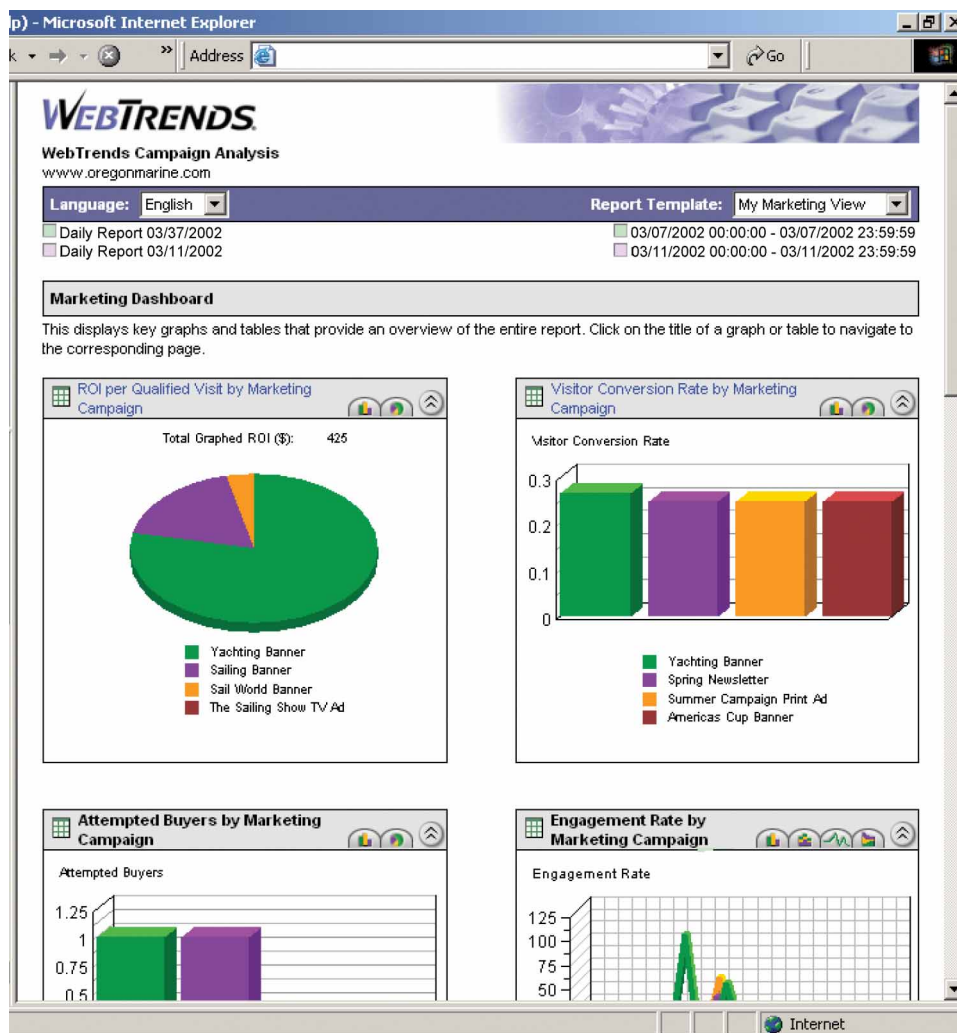
Dashboard

Prioritize and interact with your most critical reports

Dashboards prioritize performance monitors on web visitor behavior, with all the most important report summaries in a single dynamic interface. Predefined Dashboards are available on all major web site activities, such as e-commerce, marketing campaigns, technical reports and visitor activity.

Benefits

- Saves time and effort previously spent reviewing many pages of unnecessary data
- Prioritizes the information that drives your web site success
- Offers the flexibility to drill-down into reports for more detail (if required)



The WebTrends Dashboard prioritizes critical web site metrics, such as key reports on your marketing campaigns.

Customizable Dashboards

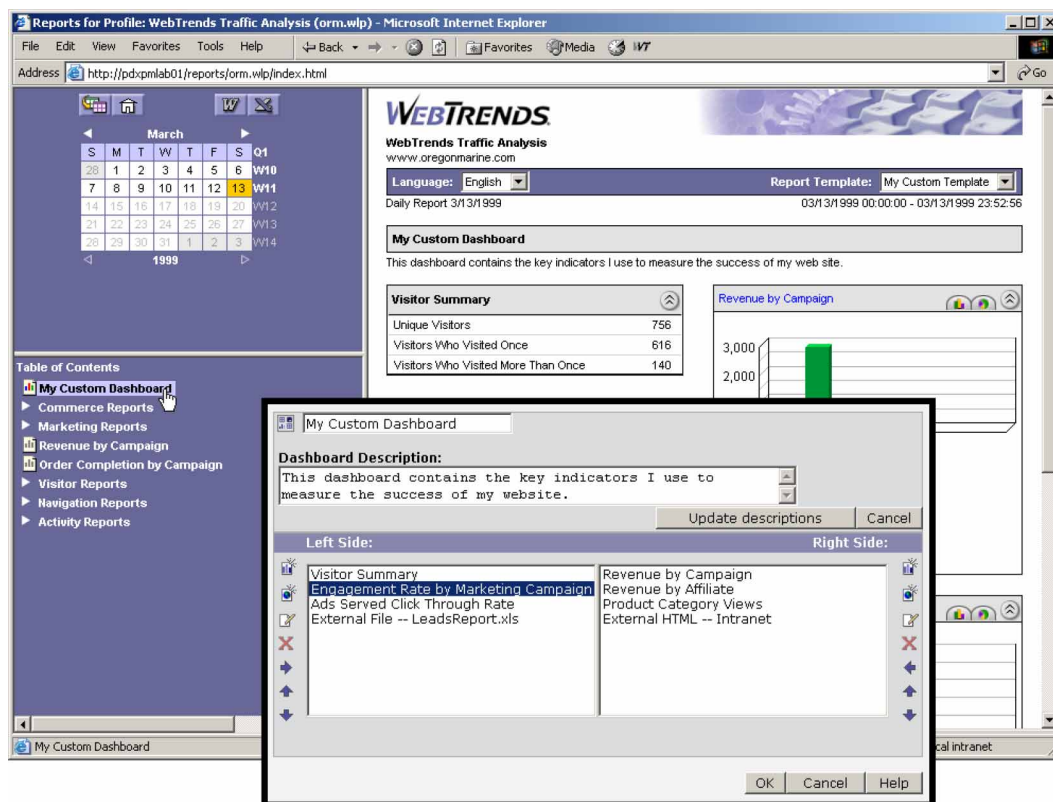
(Enterprise Edition only)

Customize Dashboards for complete flexibility in your analysis

WebTrends Reporting Center, Enterprise Edition includes Customizable Dashboards to fine tune analysis on even more specific measures. For example, a marketing group refining their search engine placements may want key indicators to appear in a Referrers Dashboard that highlights information on referrer activity. In addition to any of the reports and measures in WebTrends Reporting Center, input can include data files from business systems or other web-based data, such as stock price.

Benefits

- Allows you to customize existing dashboards to be more relevant to measuring your business goals
- Lets you create entirely new dashboards with reports and indicators specific to a business goal or scenario



Create a Custom Dashboard for an at-a-glance view of the key indicators you use to measure the effectiveness of your specific business goals.

WebTrends Map

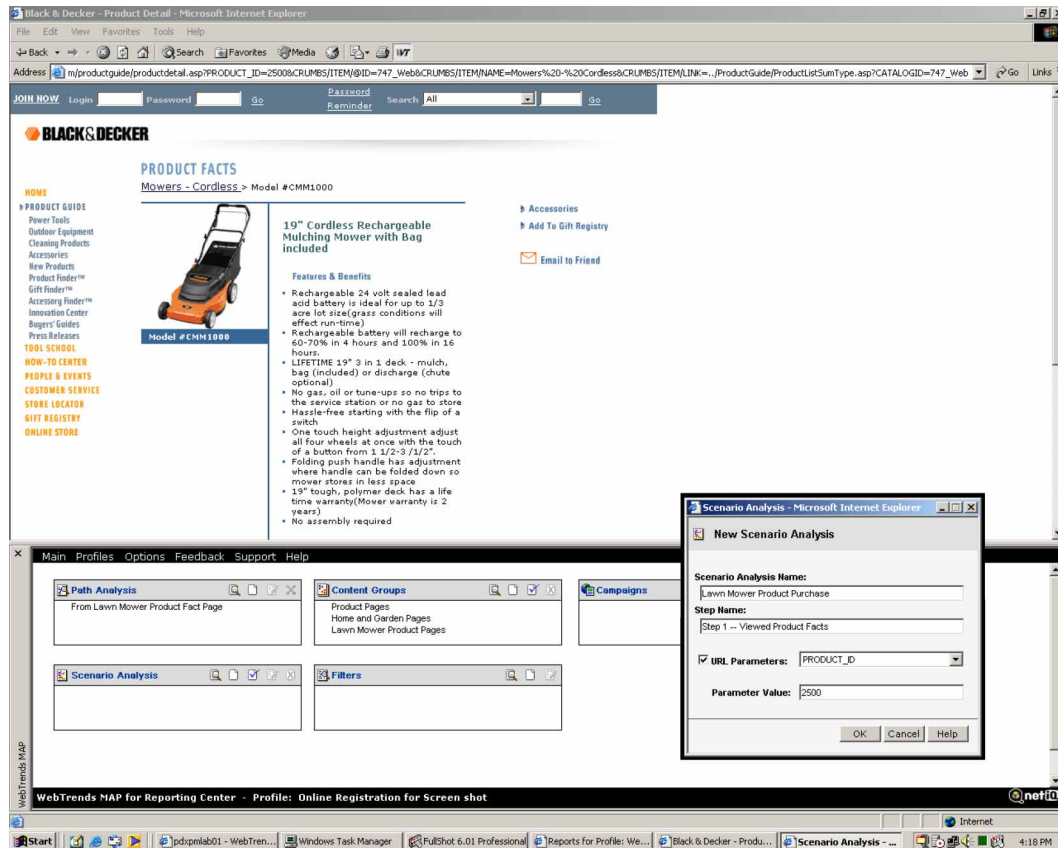
Set up analysis while navigating through your web site

Imagine automatically configuring analysis settings while merely browsing your web site.

WebTrends Map gives you more power to configure analysis on your most important web initiatives, improving business process flow. Now users can set up analysis like Content Groups, Path Analysis or Marketing Campaign splash pages—all by simply pointing and clicking at the pages they want to have tracked as they navigate through their sites.

Benefits

- Puts the ability to configure analysis into the hands of the business professional
- Reduces IT resource requirements and simplifies IT configuration processes
- Reduces the amount of time spent translating analysis requirements between departments



The WebTrends Map interface lets you easily configure your analysis while navigating the pages of your web site.

WRC Auto-Configuration

Build analysis into the web development and design process (for sites also using WebTrends Data Collection Server)

Today's businesses and web sites are spread out geographically. Often, web sites are located at various hosting companies, making log file data hard to collect. The growth of e-business has created a plethora of web sites, from Extranets to Intranets to multiple Internet sites that a company has to maintain. Tracking visitors across these is not an "out-of-the-box" activity. Moreover, performance demands mean companies are relying on caching servers, which add another layer of complexity to log file data.

WebTrends Data Collection Server (DCS) augments log file data with client-side data collection. To supplement standard WebTrends Reporting Center reports, WRC Auto-Configuration features now recognize the client-side JavaScript DCS tags that are placed on web pages during the design stage. For example, when designing a site or adding content, a web designer can write a tag to automatically define a Content Group. Then, whenever a web data analysis process happens, WebTrends Reporting Center will automatically pick up the designated variables for the Content Group from the log files and add them to the associated reports. WRC Auto-Configuration means advanced features such as Content Groups, Scenario Analysis and Campaigns are auto-configured via the design effort.

Benefits

- Simplifies the collection of complete and accurate information on all of your web sites
- Reduces time and resources through easier configuration of advanced analysis features
- Speeds time to insight by building analysis into site design and development

User Access Permissions

Securely give users capabilities to configure the analysis they need

Reduce IT's workload and grant users control over more than just report viewing. Enhanced User Access Permissions reduce the pressures on system administrators by giving business users permission to add, edit or delete Templates, Filters, Campaigns, etc.

Benefits

- Pushes reporting control to end-users by enhancing their permissions
- Decreases time spent deploying and reconfiguring report requests from business users
- Provides security between users and administrators by offering access only to specific features

Comparative Reports

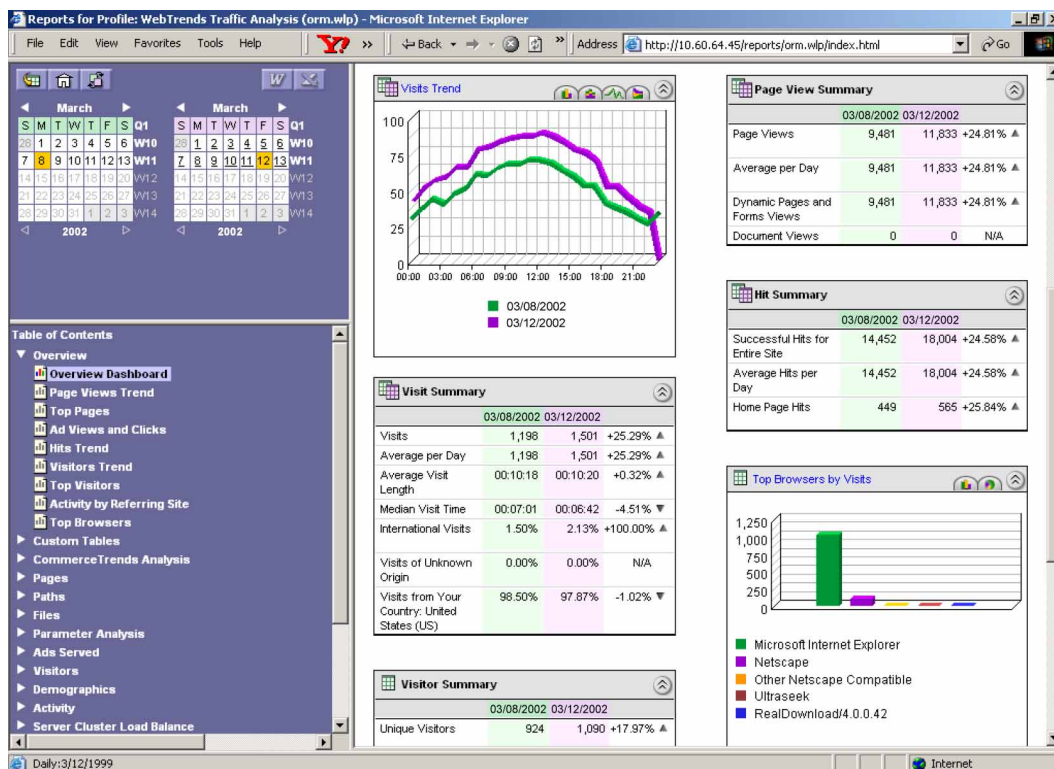
(Enterprise Edition only)

Measure and evaluate your web site performance over time

In order to understand whether the offline campaigns you're running are impacting your business, you would typically review historical results over time. For your e-business, users need the same ability to monitor performance trends and alert staff on the deltas. In a single view, Comparative Reports analyze critical web behavior trends over time. For example, you can review the marketing campaign lead generation this week versus last week. Side-by-side calendars provide the time period selection based on years, quarters, months, etc. Easy-to-read, color-coded charts help business users gauge whether they need to take action or change activities with real-time precision.

Benefits

- Compares changes, enhancements and goals to allow your organization to measure the success of business initiatives
- Prepares the organization to respond to opportunities as they arise, adding more value for your customers



Comparative Reports show trends of activity over time, letting you quickly and easily analyze web site performance.

Custom Reports

(Enterprise Edition only)

Create any report to answer your most specific business questions

Predefined reports provide much of the general information today's businesses need. But ultimately, specific business activities will drive the need for more customization. WebTrends Reporting Center is designed to give users the information, reports and metrics that are specific to their purposes. Custom Reports give users unlimited flexibility to create reports on the information they need through tens of predefined reporting criteria to design reports with information tailored to a company's web site goals. Using Custom Reports, users will be able to focus on the exact dimensions that will give them insight into the performance of their initiatives. When looking at the web site as a part of your overall business goals, Custom Reports allow integration of other data sources for more complete analysis.

Benefits

- Answers your most specific web site questions through fully customizable reports
- Relieves user frustration, providing answers to the toughest questions about their web sites
- Allows you to add data from external data sources to reports, or exclude data with simple filters

Activity by Metropolitan Statistical Area		
metropolitan statistical area	visits	page views
2. 5960 (Orlando:FL)	743	6203
3. 1720 (Colorado Springs:CO)	434	3612
4. 3480 (Indianapolis:IN)	192	1636
5. 640 (Austin-San Marcos:TX)	155	1263
6. 8120 (Stockton-Lodi:CA)	150	1164
7. 6200 (Phoenix-Mesa:AZ)	85	563
8. 1000 (Birmingham:AL)	77	723
9. 1840 (Columbus:OH)	55	376
Subtotal	1,891	15540
Total	8,665	72057

items: 2 - 9 of 9

Custom Reports allow you to create reports specific to your business needs.

Custom Reports: Predefined Report Criteria

WRC 4.0 Enterprise Edition Custom Tables	WRC 5.0 Enterprise Edition Custom Tables
Predefined Dimensions	Predefined Dimensions
Agent	Agent
Authenticated User Name	Authenticated User Name
Company	Campaign (name change)
Content Group	Campaign Type
Day of the Week	Content Group
Directory	Cookie Parameter
Entry Page	Day of Week
Entry Request	Directory
Exit Page	Domain Name
File Extension	Duration
Hour of the Day	Entry Page
Marketing Campaign	Entry Request
New or Returning Visit	Exit Page
Page Views in Visit	Extension (name change)
Platform	Hour of Day
Products Viewed in Visit	New vs. Returning Visitors
Product Categories Viewed in Visit	Organization (name change)
Referring Site	Page Views
Referring URL	Platform
Search Engine	Product
Server	Product Category
Shopping Cart Level	Query Parameter
Top Level Domain of Visitor	Referrer
URL	Referring Site
URL with Query String	Referring Domain
Visitor	Return Code
Visit Duration	Search Engine
Cookie Parameter	Server
Query Parameter	Shopping Cart Level
	Throughput
	Top Level Domain
	URL
	URL with Query String
	Visitor
	Query String

Custom Reports: Predefined Report Criteria

Predefined Geographic Dimensions	Predefined Geographic Dimensions
City	Area Code
Country	City
Geographical Region	Country
State	DMA
	MSA
	Network
	Network Type
	PMSA
	Region
	State
	Time Zone
	Scenario Analysis Definition*
	Scenario Analysis Definition
Predefined Measures	Predefined Measures
Visits	Hits
Percent of Visits	Percent of Hits
Hits	Percent of Total Hits
Percent of Hits	Percent of Previous Hits
	Visits
	Percent of Visits
	Percent of Total Visits
	Percent of Previous Visits
	Page Views
	Kbytes Transferred
	Average Time to Serve
	Average Time Viewed
	Custom Measure Types
	Cookie Parameter
	Query Parameter
	Scenario Analysis Step*

* When creating a Custom Report, you create a Scenario Analysis Definition. Then in the Measures, you select a Scenario Analysis Step. The Scenario Analysis Step is only available when you have a Scenario Analysis Definition.

Scenario Analysis


(Enterprise Edition only)

Track conversion step-by-step across any part of your web site

Following users as they move through your web pages is like surveying customers about their shopping experience before they leave a store. Which advertisements caught their eye? What products did they pick up? What items could have been placed more opportunistically so as to encourage a purchase? In the online environment, Scenario Analysis provides the same perspective. Track any user scenario on your web site and find the conversions and drop-offs. With Scenario Analysis users can monitor performance to see where navigation could be simplified, where coupons might convert browsers to buyers or where add-ons might raise the purchase mix. Define the specific steps in a scenario to track in order to identify the places where visitors are lost and pinpoint where to concentrate design and campaign efforts to increase conversion.

Benefits

- Allows you to specify each user activity scenario on your web site in order to analyze the most important activities in micro-detail
- Highlights areas for improvement in site design, performance, campaigns and content
- Provides insight on how to improve the success of important web site goals

Registration Process Analysis 			
online registration step	visits	percent of visits	percent of all visits
1. Viewed Product Information	5,280	90.38%	60.93%
2. Began Registration Form	321	5.49%	3.70%
3. Confirmed Contact Information	174	2.98%	2.01%
4. Completed Registration	67	1.15%	0.77%
Total	5,842	100.00%	N/A

Scenario Analysis allows you to track conversion-specific site events step-by-step, such as the steps leading to a registration.

Offers Enterprise Scalability

The most scalable web analytics software for Internet sites

The most advanced memory management techniques take into account the peculiar characteristics of web behavior, enabling WebTrends Reporting Center 5.0 to handle the largest sites on the Internet. With these increased scalability benefits, WebTrends Reporting Center has been proven to handle traffic on website within the top 50 Internet properties.

Benefits

- Offers unsurpassed scalability for sites with large numbers of unique pages, products or visitors
- Allows users to determine how much memory they want to use for log file analysis

Conclusion

WebTrends Reporting Center 5.0 has been designed to deliver actionable insight and proven results with minimal effort. The Enterprise Edition sets the standard for the most relevant web analytics, with new features, such as Comparative Reports, Scenario Analysis, Customizable Dashboards and Custom Reports, designed to provide the most actionable information to answer virtually any question on your web visitor behavior. The e-Business Edition combines the reliability of predefined reports and adds new features designed for simplicity, including the WebTrends Desktop, Reporting Templates, the Dashboard and WebTrends Map.

The result is an enterprise that is empowered to make smarter business decisions and a solution that offers organizations the highest level of insight with the least amount of effort in the industry.

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